**“Worry” questions for evaluating a Poll or Survey**

1. **Source:**

* Who funded it?
* Who carried it out?

*potential for a hidden agenda*

1. **Methodology:**

* Who is the target group?
* Who was sampled?
* How was the sample selected?- random/representative?

self-selection/man-in-street?

* Phone/online/face-to-face

*Potential for selection bias, self-selection bias, interviewer effects*

* What was the sample size?
* margin of error?

*Potential for* *non-response bias*

1. **What questions were asked?**

*Potential for question effects, survey format effects, behavioural bias*

* How were the “measures” defined*?*

*e.g. a “measure” could be ‘bullying’, ‘violence on TV’*

1. **What are the findings?**

* are the headlines, graphics/ summaries appropriate ?

1. **What claims (inferences) are made?**

* are the claims for the target group?

*Potential for transfer of findings*

* can I verify the claims made?

1. **What information is missing?**
2. Am I willing to believe the findings of this survey or do I need more convincing?

*Can I make a judgement and justify my judgement with at least 3 pieces of evidence from 1 to 6 above?*